TUESDAY, MAY 31, 2016
3:00 – 6:00 p.m.
Registration and Exhibits Open
Marina Foyer

6:00 p.m.
Welcome Reception
Marina Ballroom

7:00 p.m.
Welcome Dinner and Keynote Address
Funding Legal Education – Where We Are and Where We’re Going – A Look at the Future of Legal Education, Higher Education and the Issues That Will Challenge Development Initiatives
Marina Ballroom

MODERATOR
Deanell Tacha
Dean
Pepperdine University School of Law

SPEAKERS
Kurt Schmoke
President
University of Baltimore

Dr. John Sexton
President Emeritus
New York University

SPEAKERS
Annina Fabbioli
Associate Dean for External Affairs
University of Chicago Law School

Chris Guthrie
Dean and Professor
Vanderbilt University Law School

Kevin Johnson
Dean and Professor
University of California-Davis School of Law

Lisa Kloppenberg
Dean and Professor
Santa Clara University School of Law

8:00 a.m.
Breakfast
Marina Ballroom

9:00 a.m.
Plenary 1
Marina Ballroom
The Changing Landscape of Legal Education and the Impact on Philanthropy

This is a very dynamic time in legal education. The nature of legal practice and the career paths of law school graduates have changed and so, too, has the way we prepare students to be legal professionals. Another significant change is the reduced volume of applications to law school since its peak in 2010 and a corollary increasing in the competitiveness of financial aid. This panel will discuss the effects these changes are having on law school fundraising. Topics covered will include whether there is a growing divergence between what deans and faculties want and need to do, and what donors wish to fund; whether market changes have altered the message deans and fundraisers need to convey about the value of legal education; and whether the shifting budgetary priorities of law schools are changing the nature of fundraising, e.g., student versus faculty focus, need-based versus merit-based aid, and endowment versus flexible current-use dollars.

MODERATOR
Gillian Lester
Dean and Professor
Columbia University School of Law

WEDNESDAY, JUNE 1, 2016
8:00 a.m. – 4:00 p.m.
Registration and Exhibits Open
Marina Foyer

10:30 a.m.
Break
Marina Foyer

10:45 a.m. – Noon
Breakout Sessions

Breakout 1
Mission Hills
Advancement 101 for New Deans and Their Chief Development Officers, Part 1: A View from the Top

This two-part series is designed to offer new deans an overview of advancement basics and best practices, and to provide a foundation for the more in-depth sessions offered throughout the conference. Deans are encouraged to attend these sessions with their chief development officers as the discussions are intended to provide a starting point for conversations about your own institution’s advancement strategy. Part 1 features a panel of seasoned deans...
who will share their own experiences of developing and honing their fundraising skills and reflect on what they wish they had known about advancement when they started their deanships. The session also includes an interactive Q&A to address specific challenges participants are facing and to share additional perspectives.

**Discussion topics include:**
- Defining advancement: it’s not just asking for money
- Balancing and prioritizing advancement among other demands on your time and attention
- Assessing, benchmarking, setting goals for, and measuring the performance of your program
- Strategies for defining, prioritizing and communicating your institution’s fundraising priorities
- Building relationships with your volunteer leadership and top donors
- To campaign (or not to campaign)
- What deans should expect from their chief development officers (and what chief development officers should expect from their deans)

**MODERATOR**
Julia Erwin-Weiner
Senior Associate Dean for External Relations
Stanford University Law School

**SPEAKERS**
M. Elizabeth Magill
Dean and Professor
Stanford University Law School

Vincent D. Rougeau
Dean
Boston College Law School

Kellye Y. Testy
Dean and Professor
University of Washington School of Law

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**Breakout 2**
Cardiff

**How Law Schools Do (and Should) Effectively Reach out to Alumni of Color**

In this era of reductions in budget and personnel, development professionals need to do more with less. Many law schools grew their development staff and budgets in the decade before 2009. Now that we are facing cuts across the board, fundraising is about focusing on reacting to change while maintaining priorities. Hear from panelists from public and private law schools who will share their experiences:

- Re-organizing: creative use of people and resources
- Prioritizing: streamlining the top of the pyramid
- Leveraging: maximizing volunteer advisory board engagement in campaign and event planning
- Building: identifying and involving young/new alumni and affinity groups

**MODERATOR**
Georgina A. Angones
Assistant Dean, Alumni & Development
University of Miami School of Law

**SPEAKERS**
Karen Charney
Senior Director of Development
University of California-Davis School of Law

Garrett Hall
Associate Director of Advancement
University of Washington School of Law

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**Breakout 3**
Del Mar

**Keeping Your Program Afloat and On Course: Innovative Fundraising and Entrepreneurial Techniques in an Era of Reduced Resources**

Part 2 focuses on fundraising essentials for new deans, featuring a panel of expert chief development officers with experience leading a wide range of law school and university advancement organizations in both their current and former roles. The session explores the nuts and bolts of building, growing, and sustaining a high-performing advancement program regardless of your program’s size or maturity. The goal is to provide new deans with a level of advancement “fluency” so that they might better leverage subsequent breakout sessions on specific fundraising topics. The session also includes an interactive Q&A to address specific challenges participants are facing in their own institutions and to share additional advancement best practices.

**Discussion topics include:**
- The Development Cycle (identifying, cultivating, soliciting and stewarding): how and when best to deploy the dean
- Ways to give: endowment v. expendable gifts; restricted v. unrestricted gifts; planned gifts
2016 Law School Development Conference

- Program fundamentals: a primer on annual giving and major gifts
- Building and resourcing your advancement team
- Navigating your school’s relationship with university advancement
- Making the case: strategies for navigating prospect and donor conversations

MODERATOR
Julia Erwin-Weiner
Senior Associate Dean for External Relations
Stanford University Law School

SPEAKERS
Jeff Hilperts
Chief Advancement Officer
The Ohio State University Moritz College of Law
Mary Briese Matheron
Associate Dean for Development
Yale University Law School
Lindsey A. Williams
Associate Dean of External Affairs
UCLA School of Law

Breakout 2
Cardiff
All Hands on Deck
Fundraising efforts can be enhanced by many within the law school community. This panel will discuss how faculty, alumni, and others in the university can help convince others to give to us.

MODERATOR
David Yellen
Dean
Loyola University-Chicago School of Law

SPEAKERS
Jennifer Gerarda Brown
Dean
Quinnipiac University School of Law
Patricia McCowan
Chief Advancement Officer
Seattle University School of Law
Jonelle Vold
Senior Director of Development
University of Arizona College of Law

Let’s Talk: An Interactive Discussion on Best Practices for Facing Those Challenging Cases
Marina Ballroom
This interactive workshop session will feature roundtable discussions with advancement leaders to explore how to approach tough challenges and maximize opportunities. Participants will share best practices on topics including challenging cases in major gifts, annual giving strategies, campaign planning and strategy, and leveraging volunteers, to name a few. This session is intended to be interactive, so bring along your toughest challenges and questions for the group.

Breakout 3
Del Mar
How to Build a High-Functioning Law School Advisory Board
Do you worry that your law school leadership board is not reaching the heights you had imagined were possible, or are you looking to create a leadership board for the first time for your law school? Come hear stories about how other law schools have built, or rebuilt, their top philanthropic board. Hear how board members can serve as models for your alumni community while also offering valuable advice and other meaningful contributions.

MODERATOR
Jessica Cashdan
Executive Director of Advancement and Associate Dean
Boston College Law School

SPEAKERS
Elizabeth Brown
Vice Dean for Development and Alumni Relations
University of Pennsylvania Law School
Peter Cronin
Associate Dean for Alumni Affairs and Development
Cornell Law School
Chris Guthrie
Dean and Professor
Vanderbilt University Law School

6:00 p.m.
Networking Reception
South Pool Side (Level 1)

THURSDAY, JUNE 2, 2016
8:00 a.m. – 4:00 p.m.
Registration and Exhibits Open
Marina Foyer

8:00 a.m.
Breakfast
Marina Ballroom

9:00 a.m. – 10:30 a.m.
Plenary 2
Marina Ballroom
Building a G.O.L.D. Pipeline: Engagement and Affinity
To sustain our development efforts and advance our programs of legal education, we need to build a strong pipeline of donors and potential
donors. In particular, we need to engage more recent graduates so they appreciate the need for and value of supporting their alma mater, while understanding that many individuals graduate with significant debt. This program will explore effective ways to engage Graduates of the Last Decade. Panelists will explore the dynamics of this alumni cohort, effective ways to involve and communicate with them individually and as a group, and how to transform them into loyal donors. Specific topics will include using gamification and crowd-funding techniques, learning from successful G.O.L.D. efforts at selected law schools, designing student-giving programs, capitalizing on social media, appealing to core values by providing opportunities for meaningful impact and involvement, and addressing sensitive issues important to this cohort such as debt levels, jobs, and social justice.

**MODERATOR**

Anthony Crowell  
Dean and President  
New York Law School

**SPEAKERS**

Nora Martin  
Assistant Director, Student and Young Alumni Development  
The Stanford Fund, Stanford University

Emily Mullin  
Director, Law School Fund  
Northwestern University  
Pritzker School of Law

Chris Torrenzano  
Content Strategist  
USEED

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**Breakout 1**  
*Mission Hills*

**Case Studies: An Interactive Walkthrough of Successful Crowdfunding Campaigns**

This session will cover the process for launching a crowdfunding campaign beginning with the planning process, development, the launch phase, how to build and maintain momentum, and finally how to assess the success of the campaign.

**SPEAKERS**

Brian Sowards  
Founder and CEO  
USEED

Chris Torrenzano  
Content Strategist  
USEED

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**Breakout 2**  
*Cardiff*

**Using Challenge Gifts to Motivate Donors**

Whether it triggers a large donation, provides 1:1 matches, or just good old competition, challenges provide additional incentive for your donors in support of the annual fund. In this session, we will review several examples of successful challenges, share lessons learned, and explain how to plan and organize a challenge of your own.

**SPEAKERS**

Georgina A. Angones  
Assistant Dean, Alumni & Development  
University of Miami School of Law

Emily Mullin  
Director, Law School Fund  
Northwestern University  
Pritzker School of Law

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**Breakout 3**  
*Mission Hills*

**Words that Work for 2016: Statistical Analysis of the Words and Phrases that Encourage Planned and Major Gifts**

What words increase interest in making a bequest gift? What job titles work best for donors? How should you describe a complex gift to generate the most interest? This presentation shares results from a series of surveys uncovering the words and phrases that work best to encourage interest in planned and major gifts. Dr. James begins with an overview of the neurological processes that drive charitable decision-making and explains how these processes link to the survey results on optimum word choice. Learn practical, scientifically-based approaches that will increase your effectiveness in communicating about planned giving.

**SPEAKER**

Russell N. James III  
Professor and Director of Graduate Studies in Charitable Giving  
Texas Tech University

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10:30 a.m.  
Break  
Marina Foyer

10:45 a.m. – Noon  
Breakout Sessions

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**Noon – 1:15 p.m.**  
Lunch  
Coronado Terrace  
Sponsored by Bloomberg Law

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1:30 p.m. – 2:45 p.m.  
Breakout Sessions  
Breakout 1  
*Mission Hills*

**Wills that Won’t: A 20-Year National Study of Charitable Planning Additions, Deletions, and Ultimate Estate Transfers**

This session reviews results from a national longitudinal study tracking charitable estate plans among older adults across many years. Participants
will learn about new and emerging trends, and how to best take advantage of them. Additionally, this study tracks the post-mortem estate distributions for over 12,000 decedents whose lifetime planning was tracked across many years. Learn what was really important, and what wasn’t, in generating actual dollars transferred to charity, and how this information can improve your results in marketing to potential bequest donors.

SPEAKER
Russell N. James III
Professor and Director of Graduate Studies in Charitable Planning
Texas Tech University

Breakout 2
Cardiff
Bridging the Divide between Alumni Relations & Development: How Focusing on Student and Alumni Engagement can Positively Impact Philanthropy

In today’s world of shrinking budgets and savvy donors, developing an advancement model that ultimately has an impact on philanthropy is key. In this session, we’ll highlight the advantages of a coordinated advancement strategy by focusing on how to properly structure your student and alumni engagement strategies with the goal of facilitating life-long engagement and intentional philanthropy among your alumni.

SPEAKERS
Darnell Hines
Director of Alumni Relations and Engagement
Northwestern University
Pritzker School of Law

Christine Breakey
Associate Director of Alumni Relations
Northwestern University
Pritzker School of Law

Claire Gilpin
Assistant Director, Annual Giving
Northwestern University
Pritzker School of Law

Breakout 3
Del Mar
Major Gifts

This panel will provide a general perspective of their school’s process of identifying prospects and then cultivating, soliciting, and closing major gifts. Brief discussions will follow on more specific and timely issues, such as: (1) soliciting gifts from donors to support your law school and another school/unit within the university, (2) fundraising challenges related to international graduates living stateside and abroad, and (3) implementing institutionally significant and complex gift agreements.

MODERATOR
Shawn Gavin
Director of Development for Major Gifts
Northwestern University
Pritzker School of Law

SPEAKERS
Karen R. Kaczmarski
Vice Dean and Director of Philanthropy
University at Buffalo School of Law

Terry McManus
Assistant Dean, Development and Alumni Relations
Boston University School of Law

Nick Vagelatos
Executive Director of Development and Campaigns
New York University School of Law

3:00 – 4:30 p.m.
Breakout Sessions

Breakout 1
Mission Hills
Seven Easy Steps to a More Engaging Social Media Strategy

Create a social media strategy that gets you beyond distribution and into engagement... for the win! Join three of legal education’s savviest advancement-minded professionals for an entertaining step-by-step breakdown—born of trials and tribulations galore—including practical insights on how to:

- Set goals that solve departmental & institutional challenges
- Choose the proper social networks
- Source and serve effective content
- Generate leads through social listening
- Measure and report on Return on Engagement (ROE)

Plus lots of tips, tricks, and tools you can put into action right away!

SPEAKERS
Alex A. G. Shapiro
Director of External Relations
University of California
Hastings College of the Law

Anthony Stewart
Director of Development and Annual Giving
University of Miami School of Law

Lindsey A. Williams
Associate Dean, External Affairs
UCLA School of Law

Breakout 2
Del Mar
Planned Giving: Why It is So Instrumental to Your Overall Fundraising Plan

The need for current gifts in today’s legal education environment is critical. With the overall decrease in law school applicants, the continued rise in tuition, and the changing legal job market,
there is a tremendous need for student scholarships, endowed programs, and endowed chairs. However, many of the largest gifts to educational institutions involve blended gifts of current and deferred dollars. Knowing how these planned gifts work with current gifts is instrumental to any overall fundraising plan, especially if your institution is seeking to raise monumental gifts. In this session, Cynthia Beamish and Stephanie Buckley will discuss the importance of planned giving, what to look for when meeting with donors, how to introduce the topic, and a few of the basic planned giving vehicles.

**SPEAKERS**

Cynthia Beamish  
Executive Director, Office of Estate and Gift Planning  
University of Miami

Stephanie Buckley  
Associate Vice Chancellor  
Pepperdine University School of Law

**Breakout 3**  
**Cardiff**

**When Bad News Creates New Opportunities**

Institutional challenges that can unexpectedly thrust the law school into the spotlight often require strategic approaches to safeguard how the school will be viewed by its alumni and donor community. This session will discuss strategies for discussing difficult issues with alumni and donors and offer perspectives on how bad news can be used as a vehicle for (re) engagement and to spur new giving.

**MODERATOR**  
Rachel Van Cleave  
Dean  
Golden Gate University School of Law

**SPEAKERS**

Myke Holt  
Senior Director of Development  
Texas A&M University School of Law

Alicia Ouellette  
Dean and President  
Albany Law School

Michael Scharf  
Co-Dean  
Case Western Reserve University School of Law

**6:00 p.m.**  
**Networking Reception**  
**Coronado Terrace**

**FRIDAY, JUNE 3, 2016**  
**8:00 a.m. – Noon**

**Registration and Exhibits Open**  
**Marina Foyer**

**8:00 a.m.**  
**Breakfast**  
**Marina Ballroom**

**9:00 a.m. – 10:30 a.m.**  
**Plenary 3**  
**Marina Ballroom**  
**Amicus Briefs: What Can We Learn from Our Non-Law School Friends?**

How could Barack Obama and Mitt Romney both raise more than $1 billion (with a B) for their campaigns in 2012? How can religious organizations continue to dominate private philanthropy at a time when organized religion is declining in America? Why have human services organizations witnessed double digit growth in their philanthropic totals annually since 2010? What are the fundamental lessons that can be learned from their success? How can we apply aspects of their strategies to our operations to attain greater results? This session will seek to discover the keys to their success and present the attendees with thought-provoking ideas from outside their comfort zone.

**MODERATOR**  
Jeff Hilperts  
Chief Advancement Officer  
The Ohio State University Moritz College of Law

**SPEAKERS**

Pamela Becker  
Director of Major Gifts and Special Events  
Planned Parenthood of the Pacific Southwest

Greg Jones  
Assistant Vice President  
Constituent Development Programs  
University of Oregon

Brian Zumbano  
Senior Executive Director of Development  
UC San Diego Health Sciences

**6:00 p.m.**  
**Networking Reception**  
**Coronado Terrace**

**10:30 a.m.**  
**Break**  
**Marina Foyer**

**10:45 a.m. – Noon**

**Breakouts (Three Sessions)**

**Session 1:** 10:45 - 11:05 a.m.  
**Session 2:** 11:10 - 11:30 a.m.  
**Session 3:** 11:35 a.m. - Noon

**Breakout 1**  
**Mission Hills**  
**Crisis Mode: Never Waste a Good Crisis: How to raise money even when the world is out to get you!**

**SPEAKER**  
Jeff Hilperts  
Chief Advancement Officer  
The Ohio State University Moritz College of Law
Breakout 2
Cardiff
You Raised Money How? Non-traditional approaches to engage alumni and raise money

SPEAKER
Greg Jones
Assistant Vice President
Constituent Development Programs
University of Oregon

Breakout 3
Del Mar
Communities of Support: The role that non-staff play in engaging others and advancing philanthropy

SPEAKER
Barbara J. Gunning
Senior Philanthropy Officer
Society of Jesus, California Province

Breakout 4
Miramar
Events as Fundraisers: Do they actually raise money?

SPEAKER
Brian Zumbano
Senior Executive Director of Development
Health Services Advancement
UC San Diego Health Services
MEETING SPACE

3rd Floor
South Tower

4th Floor
South Tower
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